GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:981
ANSWERED ON:20.08.2007
PROMOTION OF PRODUCTION OF MANGOES AND APPLES
Sarma Dr. Arun Kumar

Will the Minister of AGRICULTURE be pleased to state:

(a) the details of promotional drives taken for various products like Mangoes and Apples by the Ministry;

(b) whether any promotional drive for products of North Eastern Region (NER) like ginger, pineapple, orange and other organic products are taken up in the similar line;

(c) if so, the details thereof;

(d) if not, the reasons therefor and the time by which it is likely to be taken up;

(e) whether Ministry has planned to send any trade delegation abroad for promotion of organic farm products of NER.

(f) if so, the details thereof; and

(g) the details of infrastructure facilities created for promotion of export from the NER?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI KANTI LAL BHURIA)

(a) to (d): Ministry of Agriculture has been implementing a Centrally Sponsored Scheme `Technology Mission for Integrated Development of Horticulture in North Eastern States, Sikkim, Jammu & Kashmir, Himachal Pradesh and Uttaranchal` to address various issues related to development of horticulture which include promotion of various products of mango, apple, pine apple, orange, ginger and other organic products. Under Mini Mission-IV of the Technology Mission, which is being implemented by Ministry of Food Processing Industries, assistance @ 50% of the cost of the project limited to Rs.4.00 crores is provided for setting up of new processing units and @ Rs.1.00 crore for upgradation of existing processing units in North Eastern Region. The details of the processing units established in North Eastern Region are given in annexure.

(e) & (f): Ministry of Agriculture has not received any proposal from State Governments regarding sending of trade delegation abroad for promotion of organic farm products of North Eastern Region (NER).

(g): Agricultural and Processed Food Products Export Development Authority (APEDA), Ministry of Commerce has established four Agri Export Zones (AEZs) for promotion of export of various horticultural products in North Eastern Region namely
(i) AEZ for organic pineapple in Tripura,
(ii) AEZ for fresh and processed ginger in Assam,
(iii) AEZ for flowers (Orchids) and Cherry pepper and
(iv) AEZ for ginger in Sikkim. APEDA is also setting up four walk in type Cold Rooms and one Centre for Perishable Cargo (CPC) under Scheme for Development of Infrastructure to promote the exports of perishable products from airports of North Eastern Region, besides providing financial assistance for setting up of a pack house at Guwahati, Assam for export of ginger.